

¹ Only selected months of comparable data are shown.
+ Asked only of registered voters.

(ASK ONLY OF RESPONDENTS WHO SAY THE COUNTRY IS HEADED IN THE RIGHT DIRECTION OR OFF ON THE WRONG TRACK IN Q.2a.)

2b. Why do you feel this way about the direction of the country?

(PROBE RESPONDENTS WHO SAY "RIGHT DIRECTION":) What are the things that make you feel positive or satisfied with the direction of the country? * **[17-20]****(PROBE RESPONDENTS WHO SAY "WRONG TRACK":)** What are the things that make you feel the country is off on the wrong track? What are you dissatisfied with? * **[21-24]**

| Net Reasons Right Direction | 42% | Net Reasons Wrong Track | 49% |
|--|-----|-------------------------------------|-----|
| Unemployment is down | 10 | Too much crime; country is not safe | 8 |
| Minimum wage is going up | 8 | Criticisms of President Clinton | 7 |
| Favorable comments about President Clinton | 8 | Taxes too high, unfair | 7 |
| Economy is improving | 8 | Lack of family and moral values | 6 |
| Things are going well, happy, satisfied | 7 | Education is in poor shape | 5 |
| | | Don't know; no response | 9% |

* Asked of one-half the respondents (FORM A).

3a. In general, do you approve or disapprove of the job Bill Clinton is doing as president?

| | <u>9/96+</u> | <u>8/20- 21/96+</u> | <u>8/2- 6/96+</u> | <u>7/96+</u> | <u>6/96+</u> | <u>5/96+</u> | <u>3/96</u> | <u>1/96</u> | <u>12/95</u> | <u>11/95</u> | |
|-----------------|----------------------|-------------------------|-----------------------|--------------|--------------|------------------------|----------------------|-------------|--------------|--------------|-------------|
| Approve..... | 55 | 53 | 54 | 54 | 53 | 52 | 51 | 46 | 51 | 49 | [25] |
| Disapprove..... | 38 | 38 | 36 | 33 | 39 | 40 | 39 | 43 | 40 | 42 | |
| Not sure..... | 7 | 9 | 10 | 13 | 8 | 8 | 10 | 11 | 9 | 9 | |
| | | <u>10/95</u> | <u>9/95</u> | <u>7/95</u> | <u>6/95</u> | <u>4/21- 25/95</u> | <u>4/3- 4/95</u> | <u>3/95</u> | <u>1/95</u> | <u>12/94</u> | |
| | | 46 | 46 | 47 | 46 | 50 | 46 | 44 | 45 | 48 | |
| | | 43 | 43 | 44 | 42 | 39 | 44 | 45 | 43 | 44 | |
| | | 11 | 11 | 9 | 12 | 11 | 10 | 11 | 12 | 8 | |
| | <u>11/9/ 94+</u> | <u>11/4- 5/94+</u> | <u>10/94</u> | <u>9/94</u> | <u>7/94</u> | <u>6/94</u> | <u>5/94</u> | <u>3/94</u> | <u>1/94</u> | | |
| | 43 | 44 | 48 | 44 | 49 | 52 | 57 | 55 | 60 | | |
| | 48 | 44 | 43 | 48 | 44 | 39 | 37 | 36 | 31 | | |
| | 9 | 12 | 9 | 8 | 7 | 9 | 6 | 9 | 9 | | |
| | <u>12/93</u> | <u>10/93</u> | <u>9/93</u> | <u>7/93</u> | <u>6/93</u> | <u>4/93</u> | <u>3/93</u> | <u>1/93</u> | | | |
| | 56 | 47 | 50 | 45 | 41 | 52 | 57 | 51 | | | |
| | 33 | 43 | 39 | 45 | 50 | 34 | 26 | 16 | | | |
| | 11 | 10 | 11 | 10 | 9 | 14 | 17 | 33 | | | |

+ Asked only of registered voters.

3b. Do you generally approve or disapprove of the job Bill Clinton is doing in handling the economy?

| | | | | | | | | | | | |
|-----------------|--------|-------|-------|-------|-------|-------|-------|-------|------|------|------|
| | | 8/2- | | | | | | | | | |
| | 9/96*+ | 6/96+ | 6/96+ | 5/96+ | 3/96 | 1/96 | 12/95 | 10/95 | 9/95 | 7/95 | |
| Approve..... | 54 | 55 | 53 | 53 | 50 | 44 | 47 | 42 | 42 | 48 | [26] |
| Disapprove..... | 35 | 35 | 39 | 38 | 42 | 47 | 43 | 46 | 47 | 42 | |
| Not sure..... | 11 | 10 | 8 | 9 | 8 | 9 | 10 | 12 | 11 | 10 | |
| | | 4/21- | | | | | | | | | |
| | | 6/95 | 25/95 | 3/95 | 1/95 | 12/94 | 10/94 | 9/94 | 7/94 | 6/94 | |
| | | 43 | 52 | 43 | 50 | 46 | 44 | 40 | 45 | 48 | |
| | | 48 | 39 | 46 | 38 | 46 | 47 | 51 | 46 | 41 | |
| | | 9 | 9 | 11 | 12 | 8 | 9 | 9 | 9 | 11 | |
| | | 4/21- | | | | | | | | | |
| | 5/94 | 3/94 | 1/94 | 12/93 | 10/93 | 9/93 | 7/93 | 6/93 | 4/93 | 3/93 | |
| | 43 | 47 | 50 | 48 | 40 | 42 | 40 | 33 | 45 | 52 | |
| | 46 | 43 | 39 | 39 | 50 | 48 | 51 | 56 | 40 | 28 | |
| | 11 | 10 | 11 | 13 | 10 | 10 | 9 | 11 | 15 | 20 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

3c. In general, do you approve or disapprove of the job Bill Clinton is doing in handling our foreign policy?

| | <u>9/96**+</u> | 8/2- <u>6/96+</u> | <u>6/96+</u> | <u>5/96+</u> | <u>3/96</u> | <u>1/96</u> | <u>12/95</u> | <u>10/95</u> | <u>9/95</u> | 7/9 5 | [27] |
|-----------------|----------------|----------------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|----------|------|
| Approve..... | 49 | 51 | 48 | 48 | 48 | 49 | 46 | 42 | 42 | 37 | |
| Disapprove..... | 38 | 35 | 38 | 42 | 42 | 38 | 44 | 45 | 45 | 48 | |
| Not sure..... | 13 | 14 | 14 | 10 | 10 | 13 | 10 | 13 | 13 | 15 | |
| | | 4/21- | | | | | | | | | |
| | | <u>6/95</u> | <u>25/95</u> | <u>3/95</u> | <u>1/95</u> | <u>12/94</u> | <u>10/94</u> | <u>9/94</u> | <u>7/94</u> | 6/9 4 | |
| | | 39 | 46 | 37 | 50 | 44 | 45 | 32 | 34 | 34 | |
| | | 46 | 41 | 47 | 38 | 45 | 46 | 60 | 54 | 54 | |
| | | 15 | 13 | 16 | 12 | 11 | 9 | 8 | 12 | 12 | |
| | <u>5/94</u> | <u>3/94</u> | <u>1/94</u> | <u>12/93</u> | <u>10/93</u> | <u>9/93</u> | <u>7/93</u> | <u>6/93</u> | <u>4/93</u> | 3/9 3 | |
| | 36 | 47 | 53 | 45 | 33 | 47 | 50 | 38 | 47 | 47 | |
| | 51 | 39 | 31 | 40 | 58 | 34 | 36 | 43 | 30 | 22 | |
| | 13 | 14 | 16 | 15 | 9 | 19 | 14 | 19 | 23 | 31 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

4a. In general, do you approve or disapprove of the job Congress is doing?¹

| | <u>9/96*</u> | 8/2- <u>6/96+</u> | <u>6/96</u> | <u>5/96+</u> | <u>3/96</u> | <u>1/96</u> | <u>12/95</u> | <u>10/95</u> | <u>9/95</u> | <u>7/95</u> | <u>6/95</u> | |
|-----------------|--------------|----------------------|-------------|--------------|-------------|-------------|--------------|--------------|-------------|-------------|-------------|------|
| Approve..... | 40 | 35 | 27 | 25 | 25 | 26 | 32 | 31 | 30 | 36 | 43 | [28] |
| Disapprove..... | 44 | 55 | 60 | 68 | 64 | 65 | 57 | 59 | 58 | 53 | 43 | |
| Not sure..... | 16 | 10 | 13 | 7 | 11 | 9 | 11 | 10 | 12 | 11 | 14 | |

¹ Only selected months of comparable data are shown.

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

- 4b. Overall, how would you describe the Republican Congress' effect on the country so far--very positive, somewhat positive, somewhat negative, or very negative?

| | 9/96**+ | 5/96+ | 4/3- 4/95 | |
|-------------------------|---------|-------|--------------|------|
| Very positive..... | 10 | 8 | 9 | [29] |
| Somewhat positive | 39 | 42 | 48 | |
| Somewhat negative..... | 26 | 29 | 28 | |
| Very negative..... | 18 | 15 | 8 | |
| Neutral/both (VOL)..... | 5 | 3 | 5 | |
| Not sure..... | 2 | 3 | 2 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

5. I'm going to read you the names of several public figures and institutions, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

| | Very Positive | Somewhat Positive | Neutral | Somewhat Negative | Very Negative | Don't Know Name/ Not Sure | |
|---------------------------------|------------------|----------------------|---------|----------------------|------------------|---------------------------------|------|
| Bill Clinton¹ | | | | | | | [30] |
| September 1996+..... | 24 | 29 | 14 | 13 | 20 | - | |
| August 20-21, 1996+..... | 23 | 27 | 15 | 13 | 21 | 1 | |
| August 2-6, 1996+..... | 21 | 32 | 16 | 13 | 18 | - | |
| June 1996+..... | 22 | 29 | 14 | 15 | 20 | - | |
| May 1996+..... | 20 | 31 | 15 | 15 | 19 | - | |
| March 1996..... | 18 | 33 | 17 | 14 | 18 | - | |
| January 1996..... | 17 | 29 | 16 | 18 | 19 | 1 | |
| December 1995..... | 18 | 31 | 15 | 18 | 18 | - | |
| October 1995..... | 16 | 31 | 19 | 18 | 16 | - | |
| September 1995..... | 15 | 32 | 15 | 20 | 17 | 1 | |
| July 1995..... | 15 | 34 | 17 | 17 | 17 | - | |
| Jack Kemp | | | | | | | [31] |
| September 1996+..... | 13 | 27 | 29 | 12 | 6 | 13 | |
| August 20-21, 1996+..... | 18 | 22 | 29 | 9 | 6 | 16 | |
| October 22-26, 1993..... | 9 | 19 | 24 | 7 | 4 | 37 | |
| May 1992 | 6 | 17 | 21 | 10 | 3 | 43 | |
| Elizabeth Dole | | | | | | | [32] |
| September 1996+..... | 23 | 26 | 26 | 10 | 6 | 9 | |
| August 20-21, 1996+..... | 25 | 22 | 26 | 9 | 7 | 11 | |
| August 2-6, 1996+..... | 16 | 24 | 30 | 8 | 6 | 16 | |
| June 1996+..... | 14 | 21 | 34 | 7 | 6 | 18 | |
| May 1996+..... | 13 | 25 | 30 | 8 | 7 | 17 | |
| March 1996..... | 10 | 20 | 31 | 9 | 6 | 24 | |

¹ Only selected months of comparable data are shown.

+ Asked only of registered voters.

Q.5. (cont'd.)

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/ Not Sure</u> | |
|---|--------------------------|------------------------------|----------------|------------------------------|--------------------------|--|-------------|
| Hillary Rodham Clinton¹ | | | | | | | [33] |
| September 1996+..... | 19 | 24 | 16 | 15 | 25 | 1 | |
| August 20-21, 1996+..... | 15 | 24 | 15 | 15 | 29 | 2 | |
| August 2-6, 1996+..... | 15 | 26 | 18 | 15 | 24 | 2 | |
| June 1996+..... | 14 | 21 | 19 | 17 | 27 | 2 | |
| May 1996+..... | 14 | 20 | 19 | 17 | 27 | 3 | |
| March 1996..... | 15 | 23 | 18 | 16 | 26 | 2 | |
| January 1996..... | 13 | 22 | 19 | 19 | 25 | 2 | |
| December 1995..... | 19 | 27 | 19 | 12 | 21 | 2 | |
| September 1995..... | 19 | 25 | 19 | 15 | 20 | 2 | |
| July 1995..... | 16 | 27 | 21 | 14 | 20 | 2 | |
| June 1995..... | 17 | 24 | 20 | 16 | 21 | 2 | |
| The Democratic Party¹ | | | | | | | [34] |
| September 1996+..... | 17 | 29 | 20 | 17 | 15 | 2 | |
| August 20-21, 1996+..... | 19 | 27 | 21 | 15 | 17 | 1 | |
| August 2-6, 1996+..... | 14 | 29 | 24 | 18 | 13 | 2 | |
| June 1996+..... | 17 | 29 | 23 | 15 | 15 | 1 | |
| May 1996+..... | 14 | 29 | 23 | 15 | 17 | 2 | |
| March 1996..... | 13 | 28 | 25 | 19 | 12 | 3 | |
| December 1995..... | 11 | 28 | 24 | 21 | 14 | 2 | |
| October 1995..... | 13 | 24 | 27 | 21 | 12 | 3 | |
| April 21-25, 1995..... | 13 | 26 | 27 | 20 | 12 | 2 | |
| April 3-4 1995..... | 9 | 26 | 29 | 21 | 13 | 2 | |
| January 1995..... | 11 | 27 | 27 | 19 | 13 | 3 | |
| The Republican Party¹ | | | | | | | [35] |
| September 1996+..... | 11 | 29 | 22 | 20 | 16 | 2 | |
| August 20-21, 1996+..... | 16 | 25 | 25 | 17 | 16 | 1 | |
| August 2-6, 1996+..... | 11 | 28 | 25 | 19 | 15 | 2 | |
| June 1996+..... | 11 | 25 | 25 | 21 | 16 | 2 | |
| May 1996+..... | 11 | 28 | 20 | 21 | 17 | 3 | |
| March 1996..... | 10 | 27 | 22 | 22 | 17 | 2 | |
| December 1995..... | 12 | 28 | 22 | 19 | 17 | 2 | |
| October 1995..... | 12 | 28 | 24 | 17 | 17 | 2 | |
| April 21-25, 1995..... | 15 | 29 | 23 | 17 | 14 | 2 | |
| April 3-4, 1995..... | 15 | 29 | 25 | 15 | 14 | 2 | |
| January 1995..... | 17 | 33 | 25 | 13 | 9 | 3 | |
| Pat Choate | | | | | | | [36] |
| September 1996+..... | 1 | 3 | 19 | 4 | 5 | 68 | |

¹ Only selected months of comparable data are shown.

+ Asked only of registered voters.

Q.5. (cont'd.)

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/ Not Sure</u> | |
|----------------------------------|--------------------------|------------------------------|----------------|------------------------------|--------------------------|--|-------------|
| Newt Gingrich¹ | | | | | | | [37] |
| September 1996+..... | 8 | 19 | 16 | 18 | 33 | 6 | |
| August 2-6, 1996+..... | 8 | 17 | 19 | 21 | 30 | 5 | |
| June 1996+..... | 7 | 15 | 21 | 19 | 32 | 6 | |
| May 1996+..... | 7 | 15 | 18 | 21 | 33 | 6 | |
| March 1996..... | 6 | 16 | 21 | 18 | 33 | 6 | |
| January 1996..... | 7 | 16 | 17 | 20 | 34 | 6 | |
| December 1995..... | 9 | 18 | 16 | 18 | 33 | 6 | |
| October 1995..... | 9 | 19 | 21 | 17 | 26 | 8 | |
| September 1995..... | 8 | 19 | 19 | 16 | 27 | 11 | |
| July 1995..... | 11 | 18 | 19 | 17 | 25 | 10 | |
| June 1995..... | 10 | 17 | 18 | 17 | 21 | 17 | |
| Al Gore¹ | | | | | | | [38] |
| September 1996+..... | 20 | 29 | 23 | 14 | 11 | 3 | |
| August 20-21, 1996+..... | 18 | 28 | 25 | 12 | 13 | 4 | |
| August 2-6, 1996+..... | 19 | 31 | 25 | 12 | 10 | 3 | |
| June 1996+..... | 17 | 24 | 30 | 14 | 11 | 4 | |
| May 1996+..... | 12 | 32 | 26 | 13 | 13 | 4 | |
| December 1995..... | 12 | 30 | 25 | 17 | 13 | 3 | |
| March 1995..... | 13 | 29 | 28 | 15 | 12 | 3 | |
| January 1995..... | 12 | 27 | 29 | 17 | 10 | 5 | |
| December 1994..... | 17 | 27 | 24 | 16 | 12 | 4 | |
| October 1994..... | 14 | 26 | 27 | 15 | 14 | 4 | |
| June 1994..... | 16 | 24 | 28 | 13 | 11 | 8 | |
| Ross Perot¹ | | | | | | | [39] |
| September 1996+..... | 6 | 16 | 23 | 21 | 31 | 3 | |
| August 20-21, 1996+..... | 7 | 14 | 24 | 19 | 32 | 4 | |
| August 2-6, 1996+..... | 6 | 18 | 26 | 21 | 27 | 2 | |
| June 1996+..... | 6 | 17 | 25 | 22 | 27 | 3 | |
| May 1996+..... | 6 | 17 | 21 | 26 | 27 | 3 | |
| March 1996..... | 9 | 18 | 24 | 22 | 23 | 4 | |
| January 1996..... | 7 | 19 | 27 | 21 | 22 | 4 | |
| December 1995..... | 7 | 19 | 24 | 21 | 25 | 4 | |
| October 1995..... | 8 | 19 | 29 | 21 | 20 | 3 | |
| September 1995..... | 9 | 17 | 28 | 21 | 22 | 3 | |
| July 1995..... | 5 | 16 | 26 | 26 | 24 | 3 | |

¹ Only selected months of comparable data are shown.

+ Asked only of registered voters.

Q.5. (cont'd.)

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/ Not Sure</u> | |
|-----------------------------|--------------------------|------------------------------|----------------|------------------------------|--------------------------|--|-------------|
| Bob Dole¹ | | | | | | | [40] |
| September 1996+..... | 17 | 27 | 20 | 18 | 17 | 1 | |
| August 20-21, 1996+..... | 18 | 28 | 19 | 16 | 17 | 2 | |
| August 2-6, 1996+..... | 11 | 28 | 23 | 21 | 15 | 2 | |
| June 1996+..... | 13 | 27 | 23 | 17 | 18 | 2 | |
| May 1996+..... | 11 | 28 | 21 | 21 | 17 | 2 | |
| March 1996..... | 7 | 28 | 23 | 22 | 17 | 3 | |
| January 1996..... | 10 | 31 | 24 | 18 | 13 | 4 | |
| December 1995..... | 11 | 30 | 22 | 19 | 14 | 4 | |
| October 1995..... | 9 | 27 | 30 | 16 | 12 | 6 | |
| September 1995..... | 11 | 31 | 24 | 16 | 12 | 6 | |
| July 1995..... | 13 | 33 | 25 | 14 | 10 | 5 | |

¹ Only selected months of comparable data are shown.

+ Asked only of registered voters.

6. Using a ten-point scale, please tell me how likely you are to vote in this year's elections for president and Congress. If you are certain that you will vote, pick a number closer to "8," "9," or "10." If it is less likely that you will vote, use a number closer to "1," "2," or "3." You may choose any number between one and ten.

| | <u>9/96+</u> | <u>8/2- 6/96+</u> | <u>6/96+</u> | <u>5/96+</u> | <u>11/4- 5/94¹+</u> | <u>10/94+</u> | |
|----------------------------------|--------------|-----------------------|--------------|--------------|------------------------------------|---------------|-------------|
| 10, certain to vote..... | 78 | 74 | 76 | 78 | 65 | 64 | [41] |
| 9..... | 9 | 10 | 9 | 8 | 9 | 12 | |
| 8..... | 6 | 8 | 7 | 6 | 9 | 7 | |
| 1 to 7, less likely to vote..... | 6 | 7 | 8 | 7 | 16 | 16 | |
| Not sure..... | 1 | 1 | - | 1 | 1 | 1 | |

¹ Prior to May 1996, the question asked, "... elections for Congress and state offices ...".

+ Asked only of registered voters.

- 7a. If the presidential election were held, and Bill Clinton and Al Gore were running as the Democratic candidates, Bob Dole and Jack Kemp were the Republican candidates, and Ross Perot and Pat Choate were the Reform Party candidates, for whom would you vote? **(IF "NOT SURE," ASK:)** Well, which way do you lean at this time?

All data reflects results among registered voters.

| | <u>9/96</u> | | <u>8/20- 21/96¹</u> | <u>8/2- 6/96</u> | <u>7/96</u> | <u>6/96</u> | <u>5/96</u> | |
|-----------------------|-------------|-----------------|------------------------------------|----------------------|--------------|--------------|-------------|-------------|
| Clinton and Gore..... | 51 | CONTINUE | 48 | 50 | 50 | 47 | 49 | [42] |
| Dole and Kemp..... | 38 | | 38 | 30 | 25 | 32 | 31 | |
| Perot and Choate..... | 5 | | 8 | 10 | 13 | 13 | 12 | |
| None/other (VOL)..... | 1 | SKIP TO | 2 | 3 | 3 | 2 | 3 | |
| Not sure..... | 5 | Q.7e. | 4 | 7 | 9 | 6 | 5 | |
| | | | <u>3/96</u> | <u>1/96</u> | <u>12/95</u> | <u>10/95</u> | <u>7/95</u> | |
| | | | 46 | 41 | 45 | 41 | 38 | |
| | | | 30 | 36 | 33 | 35 | 36 | |
| | | | 15 | 14 | 14 | 15 | 17 | |
| | | | 4 | 3 | 4 | 4 | 3 | |
| | | | 5 | 6 | 4 | 5 | 6 | |
| | | | <u>4/95</u> | <u>10/93</u> | <u>9/93</u> | <u>7/93</u> | <u>6/93</u> | |
| | | | 41 | 37 | 39 | 36 | 36 | |
| | | | 36 | 36 | 27 | 28 | 29 | |
| | | | 15 | 20 | 25 | 26 | 27 | |
| | | | 3 | NA | 4 | 3 | 5 | |
| | | | 5 | 7 | 5 | 7 | 3 | |

¹ Previous to September 1996, the question referred to Clinton, Dole, and Perot without the vice-presidential candidates.

(ASK ONLY OF RESPONDENTS WHO CHOOSE A PAIR OF CANDIDATES IN Q.7a.)

- 7b. Would you definitely vote for **(CANDIDATES NAMED IN Q.7a)**, probably vote for **(CANDIDATES)** but are still thinking about it, or are you just leaning toward voting for **(CANDIDATES)**?

All data reflects results among registered voters.

| | <i>Clinton and Gore</i> | | | <i>Dole and Kemp</i> | | | <i>Perot and Choate</i> | | | |
|---|-------------------------|------------------------------------|----------------------|----------------------|------------------------|----------------------|-------------------------|------------------------|----------------------|-------------|
| | <u>9/96</u> | <u>8/20- 21/96¹</u> | <u>8/2- 6/96</u> | <u>9/96</u> | <u>8/20- 21/96</u> | <u>8/2- 6/96</u> | <u>9/96</u> | <u>8/20- 21/96</u> | <u>8/2- 6/96</u> | |
| Definitely vote for candidates..... | 75 | 67 | 67 | 72 | 70 | 62 | 44 | 44 | 36 | [43] |
| Probably vote for candidates/ still thinking about it..... | 15 | 21 | 18 | 13 | 17 | 22 | 30 | 23 | 29 | |
| Just leaning toward voting for candidates..... | 10 | 11 | 14 | 14 | 12 | 16 | 25 | 32 | 35 | |
| Not sure..... | 7 | 1 | 1 | 1 | 1 | - | 1 | 1 | - | |

¹ Previous to September 1996, the question referred to Clinton, Dole, and Perot without the vice-presidential candidates.

| | <u>9/96</u> | <u>8/20-21/96</u> | <u>8/2-6/96</u> |
|--|-------------|-------------------|-----------------|
| Combined results of Q.7a. and 7b. | | | |
| Clinton Voters..... | 51 | 48 | 50 |
| Definitely vote for..... | 38 | 32 | 34 |
| Probably/Just leaning/Not sure..... | 13 | 16 | 16 |
| Dole Voters..... | 38 | 38 | 30 |
| Definitely vote for..... | 27 | 27 | 18 |
| Probably/Just leaning/Not sure..... | 11 | 11 | 12 |
| Perot Voters..... | 5 | 8 | 10 |
| Definitely vote for..... | 2 | 4 | 4 |
| Probably/Just leaning/Not sure..... | 3 | 4 | 6 |
| Undecided (Q.4a.)..... | 6 | 6 | 10 |

(ASK ONLY OF RESPONDENTS WHO CHOOSE A PAIR OF CANDIDATES IN Q.7a.)

7c. Please tell me which of the following three statements best explains your support for **(CANDIDATES NAMED IN Q.7a).** +

| | <u>Clinton and Gore</u> | <u>Dole and Kemp</u> | <u>Perot and Choate</u> | |
|--|-------------------------|----------------------|-------------------------|------|
| I am totally comfortable giving them my support and have resolved any doubts and uncertainties..... | 45 | 44 | 27 | [44] |
| I support them, but I still have some doubts and uncertainties that I need to resolve..... | 46 | 46 | 48 | |
| I support them, but have a number of doubts and uncertainties, and could probably be persuaded to vote for someone else..... | 8 | 9 | 23 | |
| Not sure..... | 1 | 1 | 2 | |

+ Asked only of registered voters.

7d. If the next election for president were held today and Bill Clinton and Al Gore were running as the Democratic candidates, and Bob Dole and Jack Kemp were the Republican candidates, for whom would you vote? **(IF "NOT SURE," ASK:)** Well, which way do you lean at this time?¹

| <i>All data reflects results among registered voters.</i> | | | | | | | | | | | |
|---|-------------|-------------------------------|-------------------|-------------|-------------|----------------|--------------|-------------|--------------|--------------|--------------|
| | <u>9/96</u> | <u>8/20-21/96²</u> | <u>8/2-6/96</u> | <u>7/96</u> | <u>6/96</u> | <u>5/96</u> | <u>3/96</u> | <u>1/96</u> | <u>12/95</u> | <u>10/95</u> | <u>9/95</u> |
| Clinton and Gore..... | 53 | 52 | 55 | 54 | 54 | 54 | 52 | 47 | 50 | 46 | 45 |
| Dole and Kemp..... | 39 | 40 | 35 | 30 | 37 | 37 | 35 | 41 | 40 | 40 | 40 |
| Neither/other (VOL)..... | 2 | 3 | 4 | 7 | 4 | 4 | 8 | 7 | 5 | 7 | 9 |
| Not sure..... | 6 | 5 | 6 | 9 | 5 | 5 | 5 | 5 | 5 | 7 | 6 |
| | <u>7/95</u> | <u>6/95</u> | <u>4/21-25/95</u> | <u>3/95</u> | <u>1/95</u> | <u>11/9/94</u> | <u>10/94</u> | <u>9/94</u> | <u>7/94</u> | <u>3/94</u> | <u>10/93</u> |
| | 44 | 42 | 45 | 41 | 41 | 39 | 43 | 41 | 47 | 47 | 44 |
| | 44 | 43 | 43 | 49 | 43 | 45 | 45 | 44 | 44 | 40 | 47 |
| | 6 | 8 | 6 | 5 | 7 | 5 | 6 | 9 | 4 | 7 | NA |
| | 6 | 7 | 6 | 5 | 9 | 11 | 6 | 6 | 5 | 6 | 9 |

¹ Asked only of Perot-Choate voters in Q.7a. For purposes of comparison with two-way trial heat results from previous surveys, the results of this question includes Clinton-Gore and Dole-Kemp voters from Q.7a.

² Previous to September 1996, the question referred to Clinton and Dole without the vice-presidential candidates.

(ASK EVERYONE.)

- 7e. Which one of the following two qualities is more important to you in determining your choice of a presidential candidate--the candidate's positions on the issues, or the candidate's personal character and values?

| | <i>All Voters</i> | | <i>Clinton/Gore</i> | | <i>Dole/Kemp</i> | | <i>Perot/Choate</i> |
|------------------------------------|-------------------|--------------|---------------------|--------------|------------------|--------------|---------------------|
| | <u>9/96+</u> | <u>6/96+</u> | <u>9/96+</u> | <u>6/96+</u> | <u>9/96+</u> | <u>6/96+</u> | <u>9/96+</u> |
| Positions on the issues..... | 65 | 65 | 83 | 79 | 43 | 46 | 63 |
| Personal character and values..... | 27 | 25 | 13 | 14 | 45 | 42 | 31 |
| Neither/other (VOL)..... | 4 | 5 | 2 | 3 | 6 | 6 | 4 |
| Not sure..... | 4 | 5 | 2 | 4 | 6 | 6 | 2 |

[46]

+ Asked only of registered voters.

8. In this year's election for U.S. House of Representatives, do you plan to vote for the Republican candidate or the Democratic candidate in your district? **(IF "NOT SURE," ASK:)** Well, which way do you lean at this time?

| | <u>9/96+</u> | <u>8/20- 21/96+</u> | <u>8/2- 6/96+</u> | <u>7/96+</u> | <u>6/96+</u> | <u>5/96+</u> | <u>3/96</u> | <u>12/95¹</u> | <u>11/4- 5/94</u> |
|--|--------------|-------------------------|-----------------------|--------------|--------------|--------------|-------------|--------------------------|-----------------------|
| Vote for the Republican candidate..... | 36 | 37 | 38 | 37 | 35 | 36 | 36 | 34 | 40 |
| Vote for the Democratic candidate..... | 42 | 38 | 38 | 40 | 40 | 39 | 38 | 36 | 37 |
| Depends (VOL)..... | 7 | 11 | 10 | 10 | 10 | 9 | 12 | 17 | 6 |
| Other/neither/won't vote (VOL)..... | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 3 |
| Not sure..... | 13 | 12 | 12 | 12 | 14 | 14 | 11 | 10 | 14 |

| | <u>10/94</u> | <u>9/94</u> | <u>7/94</u> | <u>6/94</u> | <u>1/94</u> | <u>10/93</u> | <u>9/93</u> | <u>7/93</u> |
|--|--------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|
| | 39 | 33 | 31 | 30 | 29 | 34 | 29 | 31 |
| | 36 | 39 | 35 | 35 | 34 | 32 | 32 | 32 |
| | 6 | 9 | 14 | 14 | 21 | 21 | 24 | 25 |
| | 5 | 5 | 5 | 5 | 2 | 2 | 2 | 3 |
| | 14 | 14 | 15 | 16 | 14 | 11 | 13 | 9 |

| | <u>11/92+</u> | <u>10/92+</u> | <u>9/92+</u> | <u>8/92+</u> | <u>7/92+</u> | <u>10/90+</u> |
|--|---------------|---------------|--------------|--------------|--------------|---------------|
| | 35 | 29 | 32 | 29 | 31 | 33 |
| | 45 | 46 | 43 | 43 | 35 | 35 |
| | 4 | 6 | 7 | 7 | 11 | 14 |
| | 1 | 2 | 1 | 2 | 3 | 2 |
| | 15 | 17 | 17 | 19 | 20 | 16 |

[47]

¹ Prior to March 1996, the question read "election for U.S. Congress. . .".

+ Asked only of registered voters.

- 9a. Please tell me which one of the following issues will be most important to you personally in your voting for Congress and president this year.

| | Q.9a. Most Important Issue | | Q.9b., Q.9a. Combined First and Second Most Important Issue | |
|-------------------------------|-------------------------------------|------|---|------|
| Education..... | 18 | [48] | 35 | [49] |
| The budget deficit..... | 15 | | 25 | |
| Jobs and the economy..... | 23 | | 37 | |
| Taxes..... | 9 | | 20 | |
| Health care and Medicare..... | 14 | | 30 | |
| Crime and drugs..... | 9 | | 25 | |
| None of them (VOL)..... | 1 | SKIP | NA | |
| All of them (VOL)..... | 11 | TO | NA | |
| Not sure..... | - | Q.10 | NA | |

(ASK ONLY OF RESPONDENTS WHO CHOOSE A MOST IMPORTANT ISSUE IN Q.9a.)

- 9b. And which of these issues will be the second most important to you in your voting? (READ ITEMS, EXCEPT THE ONE CHOSEN IN Q.9a. RECORD ABOVE UNDER Q.9b.)

(ASK EVERYONE.)

10. Some people think the government is trying to do too many things that should be left to individuals and businesses. Others think that government should do more to solve our country's problems. Which comes closer to your own view?

| | 9/96+ | 12/9 | |
|--|-------|------|------|
| | | 5 | |
| Government is trying to do too many things..... | 58 | 62 | [50] |
| Government should do more to solve problems..... | 34 | 32 | |
| Not sure..... | 8 | 6 | |

+ Asked only of registered voters.

11. Would you say that you and your family are better off or worse off than you were four years ago?

| | 9/96+ | 8/2- 6/96+ | 7/96+ | 1/96 | 12/95 | 9/92 | 7/92 | 5/92 | 4/92 | 2/92 | 1/92 | 12/91 | 10/91 | |
|---------------------------|-------|---------------|-------|------|-------|------|------|------|------|------|------|-------|-------|------|
| Better off..... | 52 | 48 | 46 | 49 | 47 | 37 | 34 | 38 | 35 | 36 | 39 | 42 | 40 | [51] |
| Worse off..... | 22 | 23 | 20 | 25 | 26 | 40 | 42 | 39 | 43 | 41 | 40 | 39 | 37 | |
| About the same (VOL)..... | 24 | 27 | 32 | 24 | 24 | 21 | 22 | 22 | 20 | 22 | 20 | 17 | 22 | |
| Not sure..... | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | |

+ Asked only of registered voters.

ALL ADULTS

- 12a. How satisfied are you with the state of the U.S. economy today--are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the state of the economy?

| | <u>9/96**</u> | <u>6/96</u> | <u>5/96+</u> | <u>3/96</u> | <u>1/96</u> | <u>7/95</u> | <u>4/95</u> | <u>12/94</u> | |
|----------------------------|---------------|-------------|--------------|-------------|-------------|-------------|-------------|--------------|-------------|
| Very satisfied..... | 7 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | [52] |
| Somewhat satisfied..... | 49 | 43 | 43 | 39 | 37 | 39 | 40 | 41 | |
| Somewhat dissatisfied..... | 30 | 32 | 38 | 37 | 38 | 35 | 37 | 38 | |
| Very dissatisfied..... | 12 | 18 | 14 | 19 | 19 | 21 | 18 | 15 | |
| Not sure..... | 2 | 2 | 1 | 2 | 3 | 1 | 1 | 2 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

- 12b. What is your feeling about your own financial situation today--are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your financial situation?

| | <u>9/96**</u> | <u>6/96</u> | <u>3/96</u> | <u>1/96</u> | <u>12/94</u> | |
|----------------------------|---------------|-------------|-------------|-------------|--------------|-------------|
| Very satisfied..... | 14 | 15 | 13 | 15 | 13 | [53] |
| Somewhat satisfied..... | 51 | 49 | 50 | 48 | 48 | |
| Somewhat dissatisfied..... | 21 | 22 | 23 | 24 | 24 | |
| Very dissatisfied..... | 13 | 13 | 12 | 12 | 14 | |
| Not sure..... | 1 | 1 | 2 | 1 | 1 | |

** Asked of one-half the respondents (FORM B).

- 12c. Let me read you several elements relating to the current economy. For each one, please tell me if this is an area in which you feel very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. If this does not apply to you, please just say so.

When it comes to **(READ ITEM)**, are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied? **

RESULTS DO NOT REFLECT RESPONSES OF THOSE WHO SAY THE ITEM DOES NOT APPLY TO THEM¹

| | <u>Very Satisfied</u> | <u>Somewhat Satisfied</u> | <u>Somewhat Dissatisfied</u> | <u>Very Dissatisfied</u> | <u>Not Sure</u> | |
|---|-----------------------|---------------------------|------------------------------|--------------------------|-----------------|-------------|
| Your current job security | | | | | | [54] |
| September 1996..... | 37 | 39 | 10 | 13 | 1 | |
| June 1996..... | 38 | 37 | 12 | 12 | 1 | |
| March 1996..... | 36 | 37 | 14 | 12 | 1 | |
| January 1996..... | 30 | 31 | 10 | 10 | 19 | |
| Current interest rates | | | | | | [55] |
| September 1996..... | 9 | 45 | 26 | 15 | 5 | |
| June 1996..... | 8 | 41 | 27 | 18 | 6 | |
| March 1996..... | 13 | 43 | 26 | 15 | 3 | |
| January 1996..... | 11 | 40 | 26 | 15 | 8 | |
| The amount of money you are saving | | | | | | [56] |
| September 1996..... | 10 | 31 | 26 | 32 | 1 | |
| June 1996..... | 10 | 31 | 24 | 33 | 2 | |
| March 1996..... | 10 | 31 | 25 | 32 | 2 | |
| January 1996..... | 8 | 29 | 27 | 33 | 3 | |

¹ The January 1996 comparative data *does* reflect results among all respondents; those who said the item does not apply to them were included in "not sure."

** Asked of one-half the respondents (FORM B).

| | | | | | | |
|--|-----------------------|---------------------------|------------------------------|--------------------------|-----------------|-------------|
| Q.12c. (cont'd.)** | <u>Very Satisfied</u> | <u>Somewhat Satisfied</u> | <u>Somewhat Dissatisfied</u> | <u>Very Dissatisfied</u> | <u>Not Sure</u> | |
| Job opportunities in the area you live in² | | | | | | [57] |
| September 1996..... | 14 | 34 | 24 | 24 | 4 | |

| | | | | | | |
|---|----|----|----|----|----|-------------|
| June 1996..... | 15 | 31 | 22 | 28 | 4 | |
| March 1996 ² | 13 | 31 | 25 | 28 | 3 | |
| January 1996..... | 11 | 27 | 25 | 27 | 10 | |
| Your retirement security | | | | | | [58] |
| September 1996..... | 18 | 38 | 20 | 21 | 3 | |
| June 1996..... | 19 | 34 | 19 | 25 | 3 | |
| March 1996..... | 16 | 36 | 21 | 25 | 2 | |
| January 1996..... | 16 | 34 | 20 | 25 | 5 | |
| The rate of inflation | | | | | | [59] |
| September 1996..... | 10 | 31 | 28 | 25 | 6 | |
| June 1996..... | 9 | 29 | 29 | 27 | 6 | |
| March 1996..... | 9 | 29 | 30 | 27 | 5 | |
| January 1996..... | 8 | 26 | 32 | 27 | 7 | |
| Your opportunities for career advancement | | | | | | [60] |
| September 1996..... | 21 | 39 | 21 | 17 | 2 | |
| June 1996..... | 23 | 37 | 20 | 18 | 2 | |
| March 1996..... | 22 | 39 | 20 | 16 | 3 | |
| January 1996..... | 16 | 33 | 18 | 12 | 21 | |
| Your income keeping up with the cost of living | | | | | | [61] |
| September 1996..... | 10 | 38 | 28 | 22 | 2 | |
| June 1996..... | 12 | 34 | 27 | 26 | 1 | |
| March 1996..... | 11 | 38 | 26 | 24 | 1 | |
| January 1996..... | 11 | 35 | 27 | 25 | 2 | |

¹ The January 1996 comparative data *does* reflect results among all respondents; those who said the item does not apply to them were included in "not sure."

² Prior to June 1996, the item read "job opportunities in your area".

** Asked of one-half the respondents (FORM B).

| ECONOMIC SATISFACTION INDEX¹ | | | | |
|--|-------------|-------------|-------------|-------------|
| [280] | <u>9/96</u> | <u>6/96</u> | <u>3/96</u> | <u>1/96</u> |
| Satisfied (score of 61 to 100)..... | 35 | 32 | 31 | 29 |
| Mixed (score of 40 to 60)..... | 35 | 35 | 36 | 37 |
| Dissatisfied (score of 0 to 39)..... | 30 | 33 | 33 | 34 |
| Average score..... | 51 | 49 | 49 | 48 |

¹ Index is calculated based on responses to Q.12a, 12b, and 12c.

Part of what NBC and *The Wall Street Journal* will report on this month is your experience as a consumer, so now I'd like to ask a few questions of you as a consumer.

- C1a. When you think about all the companies and stores that you do business with as a consumer these days, how would you rate the overall service you receive--excellent, very good, above average, average, below average, poor, or awful?

| | | |
|--------------------|----|-------------|
| Excellent..... | 6 | [64] |
| Very good..... | 23 | |
| Above average..... | 19 | |
| Average..... | 38 | |
| Below average..... | 8 | |
| Poor..... | 4 | |
| Awful..... | 1 | |
| Not sure..... | 1 | |

- C1b. Thinking now for just a moment about the material possessions you and your family have, would you say that you have most everything that you need at this time, pretty much everything you need, only some of the things you need, or very little of what you need?

| | | | |
|-------------------------------------|-------------|-------------------------|-------------|
| | <u>9/96</u> | <u>6/89¹</u> | |
| Most everything needed..... | 38 | 40 | [65] |
| Pretty much everything needed..... | 41 | 37 | |
| Only some of the things needed..... | 17 | 18 | |
| Very little of what is needed..... | 4 | 5 | |
| Not sure..... | - | - | |

¹ Results are from a Hart Research survey for the *Wall Street Journal*.

- C1c. Thinking about your financial situation, would you say that your household income is enough to enable you to live as comfortably as you would like, is enough to pay your bills and have a little left over to save or spend on a few extras, is only enough to pay your monthly bills and obligations, or is not enough to meet your monthly bills and obligations?

| | | | |
|---|-------------|-------------------------|-------------|
| | <u>9/96</u> | <u>6/89¹</u> | |
| Is enough to live comfortably..... | 18 | 25 | [66] |
| Is enough to pay bills and spend/save a little..... | 47 | 45 | |
| Is only enough to pay bills..... | 26 | 20 | |
| Is not enough to pay bills..... | 8 | 9 | |
| Not sure/refused..... | 1 | 1 | |

¹ Results are from a Hart Research national consumer study.

C2. Generally speaking, how would you describe your feeling about purchasing **new technologies**, such as a fax machine or a computer for your home?

(A) Cutting edge: I'm one of the first among the people I know to try new things.

(B) Aggressive: I generally start using new things after I've seen how they work for a couple of other people I know.

(C) Cautious: When most people I know are already using something new and are comfortable with it, I'll try it.

(D) Slow: I really don't like to try new things in my home.

| | | |
|-----------------------|----|-------------|
| (A) Cutting edge..... | 11 | [67] |
| (B) Aggressive..... | 32 | |
| (C) Cautious..... | 35 | |
| (D) Slow..... | 19 | |
| Not sure..... | 3 | |

C3a. As I read you a list of modern entertainment and communications products, please tell me any that you do not have in your household today. **(ACCEPT AS MANY ANSWERS AS APPLY.)**

TABLE REPORTS PERCENTAGE WHO OWN EACH ITEM

| | <u>9/96*</u> | <u>6/89¹</u> | |
|---|--------------|-------------------------|-------------|
| VCR or videotape player..... | 92 | 69 | [68] |
| Home computer..... | 50 | 19 | > |
| Home fax machine..... | 23 | 1 | |
| Telephone answering machine..... | 77 | 30 | |
| Cable TV..... | 79 | 60 | |
| Cellular phone or mobile phone..... | 46 | 4 ² | |
| TV remote control..... | 94 | 72 | |
| Respondent has none of these (VOL)..... | 2 | - | |
| Not sure..... | 1 | 2 | |

* Asked of one-half the registered voters and all of the nonregistered voters (FORM A).

¹ Comparative results for all but "cable TV" are from a June 1989 Hart Research national consumer study in which respondents were read a list of items and asked which ones they had in their household. Comparative results for "cable TV" are taken from an August 1991 Hart Research national consumer study of adults who have at least one TV in their home.

² In June 1989, the survey asked if respondent has a car phone.

COMBINED RESULTS FOR Q.C3b AND Q.C3c**TEXT OF Q.C3b AND Q.C3c**

- C3b. Suppose you had to give up some of these products for the rest of the year. Thinking only about the products you do own--(**READ LIST OF PRODUCTS OWNED BY RESPONDENT, EXCLUDING THOSE RESPONDENT DOES NOT OWN FROM Q.C3a**)--which one would you find it hardest to live without for the rest of the year? (**ACCEPT ONLY ONE ANSWER.**) *
- C3c. Finally, of those products you do own, which one would you find it easiest to live without for the rest of the year, if you had to give up one of these products? (**ACCEPT ONLY ONE ANSWER.**) *

* Asked of one-half the registered voters and all of the nonregistered voters (FORM A).

| VCR OR VIDEOTAPE PLAYER OWNERS | | |
|--|---|----|
| Q.C3b. | Who could <u>not</u> live without their VCR | 15 |
| Q.C3c. | Who <u>could</u> live without their VCR | 24 |
| Q.C3b,c | All other VCR or videotape player owners..... | 61 |
| HOME COMPUTER OWNERS | | |
| Q.C3b. | Who could <u>not</u> live without their home computer | 26 |
| Q.C3c. | Who <u>could</u> live without their home computer | 12 |
| Q.C3b,c | All other home computer owners..... | 62 |
| HOME FAX MACHINE OWNERS | | |
| Q.C3b. | Who could <u>not</u> live without their home fax machine | 5 |
| Q.C3c. | Who <u>could</u> live without their home fax machine | 22 |
| Q.C3b,c | All other home fax machine owners..... | 73 |
| TELEPHONE ANSWERING MACHINE OWNERS | | |
| Q.C3b. | Who could <u>not</u> live without their telephone answering machine | 23 |
| Q.C3c. | Who <u>could</u> live without their telephone answering machine | 17 |
| Q.C3b,c | All other telephone answering machine owners..... | 60 |
| CABLE TV USERS | | |
| Q.C3b. | Who could <u>not</u> live without their cable TV | 33 |
| Q.C3c. | Who <u>could</u> live without their cable TV | 15 |
| Q.C3b,c | All other cable TV users..... | 52 |
| CELLULAR PHONE OR MOBILE PHONE OWNERS | | |
| Q.C3b. | Who could <u>not</u> live without their cellular or mobile phone | 14 |
| Q.C3c. | Who <u>could</u> live without their cellular or mobile phone | 27 |
| Q.C3b,c | All other cellular phone or mobile phone owners..... | 59 |
| TV REMOTE CONTROL OWNERS | | |
| Q.C3b. | Who could <u>not</u> live without their TV remote control | 16 |
| Q.C3c. | Who <u>could</u> live without their TV remote control | 20 |
| Q.C3b,c | All other TV remote control owners..... | 64 |

- C4. Some people feel that certain modern products are just not worth the investment of time and money. Regardless of whether or not you own any of the following products, please tell me which one or two of the products on the following list you would consider **NOT** worth the investment of time or money they require. **(ACCEPT UP TO TWO ANSWERS.) ***

| | | |
|---|----|------|
| Laser disc player..... | 32 | [71] |
| Video game system..... | 36 | > |
| Computer on-line services, such as America Online or an Internet service..... | 11 | |
| Home exercise equipment..... | 10 | |
| Video camera..... | 4 | |
| Hot tub, whirlpool, or home spa tub..... | 33 | |
| Automobile alarm system..... | 18 | |
| All of them (VOL)..... | 10 | |
| None of them (VOL)..... | 3 | |
| Not sure..... | 2 | |

* Asked of one-half the registered voters and all of the nonregistered voters (FORM A).

- C5. I would like to get your reaction to some of the changes and trends we have seen in America over the past ten to fifteen years. For each of these trends, please tell me whether this has been a change for the better, a change for the worse, or really has not made that much of a difference either way.

| | Change For The Better | Change For The Worse | Not Much Difference | Not Sure | |
|---|--------------------------|-------------------------|------------------------|-------------|------|
| More people running their businesses or doing their jobs from home *..... | 70 | 3 | 22 | 5 | [72] |
| More use of HMOs, or health maintenance organizations *..... | 40 | 33 | 17 | 10 | [73] |
| More use of credit cards for buying *..... | 14 | 71 | 12 | 3 | [74] |
| More precooked foods that only need to be heated up *..... | 34 | 47 | 17 | 2 | [75] |
| More telecommuting--working at home and connecting to the office by modem **..... | 68 | 7 | 18 | 7 | [76] |
| More unisex fashions--clothes being made for men and women alike **..... | 23 | 34 | 38 | 5 | [77] |
| More people leasing rather than buying expensive items, such as automobiles **..... | 25 | 40 | 27 | 8 | [78] |
| More disposable items, such as razors, cameras, and contact lenses **..... | 42 | 36 | 17 | 5 | [79] |

* Asked of one-half the registered voters and all of the nonregistered voters (FORM A).

** Asked of one-half the registered voters and all of the nonregistered voters (FORM B).

- C6. Which one or two of the following changes or innovations do you consider the most useful for you? **(ACCEPT UP TO TWO ANSWERS.) ****

| | | |
|---|----|-------------|
| Home medical tests..... | 16 | [80] |
| Cellular or mobile telephones..... | 24 | > |
| Warehouse shopping..... | 14 | |
| After-hours telephone services for shopping or banking..... | 13 | |
| Home computers, modems, and fax machines..... | 26 | |
| Gas stations that let you pay at the pump with a credit card..... | 26 | |
| E-mail and on-line services..... | 12 | |
| All of them (VOL)..... | 3 | |
| None of them (VOL)..... | 8 | |
| Not sure..... | 2 | |

** Asked of one-half the registered voters and all of the nonregistered voters (FORM B).

- C7. Which one or two of the following changes or new consumer hassles do you resent the most? **(ACCEPT UP TO TWO ANSWERS.) ****

| | | |
|--|----|-------------|
| Things that are built so they cannot be repaired, only replaced..... | 36 | [81] |
| Having to upgrade your computer in order to use the latest software programs | 9 | > |
| Calling to ask a simple question and getting stuck in a voice-mail maze..... | 41 | |
| Having your name added to a mailing list as a result of a purchase..... | 28 | |
| ATM cash machines that charge a fee for use..... | 19 | |
| Electronic products that are difficult to understand or operate..... | 5 | |
| Incompatible technologies, such as SEGA and Nintendo or Beta and VHS..... | 6 | |
| All of them (VOL)..... | 9 | |
| None of them (VOL)..... | 2 | |
| Not sure..... | 2 | |

** Asked of one-half the registered voters and all of the nonregistered voters (FORM B).

- C8. Nowadays, there are several ways to shop from home, such as through mail catalogs, by telephone to 800 numbers, and through cable TV. In general, how much do you like shopping from home--a great deal, quite a bit, just some, or not very much?

| | <u>9/96</u> | <u>4/95</u> | |
|----------------------------------|-------------|-------------|-------------|
| A great deal..... | 7 | 9 | [82] |
| Quite a bit..... | 9 | 7 | |
| Just some..... | 20 | 22 | |
| Not very much..... | 47 | 53 | |
| Do not shop from home (VOL)..... | 17 | 8 | |
| Not sure..... | - | 1 | |

- C9. Most of the time, when you get your monthly credit card bill, do you pay it off in full, or do you make a partial payment and leave an unpaid balance for later? If you do not have major credit cards, please just say so. **(IF "PAY IT OFF IN FULL," ASK:)** Do you always pay it off in full, or do you occasionally leave an unpaid balance?

| | <u>9/96</u> | <u>6/89</u> | |
|--|-------------|-------------|-------------|
| Always pay it off in full..... | 37 | 29 | [83] |
| Most of the time pay it off in full/occasionally leave unpaid balance..... | 23 | 16 | |
| Most of the time leave an unpaid balance..... | 20 | 20 | |
| Depends (VOL)..... | 2 | 3 | |
| Do not have major credit cards..... | 17 | 31 | |
| Not sure..... | 1 | 1 | |

13a. Do you expect your children's generation to enjoy a higher standard of living than your generation?

| | <u>9/96**+</u> | <u>6/96+</u> | <u>3/96</u> | <u>1/96</u> | <u>12/94</u> | <u>9/94</u> | <u>7/94</u> | <u>5/90+</u> | |
|---|----------------|--------------|-------------|-------------|--------------|-------------|-------------|--------------|------|
| Yes, expect children's generation to enjoy a higher standard of living..... | 43 | 43 | 41 | 41 | 48 | 49 | 45 | 60 | [62] |
| No, do not expect children's generation to enjoy a higher standard of living..... | 47 | 47 | 51 | 52 | 46 | 45 | 50 | 37 | |
| Not sure..... | 10 | 10 | 8 | 7 | 6 | 6 | 5 | 3 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

13b. During the next year, do you think inflation will increase, decrease, or stay about the same?

| | <u>9/96*+</u> | <u>5/94</u> | <u>3/94</u> | |
|-------------------------------|---------------|-------------|-------------|------|
| Will increase..... | 42 | 50 | 45 | [63] |
| Will decrease..... | 5 | 6 | 6 | |
| Will stay about the same..... | 44 | 42 | 46 | |
| Not sure..... | 9 | 2 | 3 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

14a. From what you know, do you agree or disagree with most of what the Republicans in Congress are proposing to do?

| | <u>9/96**+</u> | <u>8/2- 6/96+</u> | <u>6/96+</u> | <u>5/96+</u> | <u>3/96</u> | <u>1/96</u> | <u>12/95</u> | <u>11/95</u> | |
|-----------------------|----------------|-----------------------|--------------|--------------|-------------|-------------|--------------|--------------|------|
| Agree..... | 41 | 41 | 36 | 37 | 34 | 34 | 36 | 36 | [84] |
| Disagree..... | 40 | 38 | 41 | 43 | 50 | 48 | 46 | 49 | |
| Both/mixed (VOL)..... | 11 | 14 | 13 | 13 | 8 | 7 | 8 | 8 | |
| Not sure..... | 8 | 7 | 10 | 7 | 8 | 11 | 10 | 7 | |
| | | <u>10/95</u> | <u>9/95</u> | <u>7/95</u> | <u>4/95</u> | <u>3/95</u> | <u>1/95</u> | | |
| | | 35 | 32 | 41 | 46 | 45 | 49 | | |
| | | 45 | 45 | 39 | 39 | 35 | 22 | | |
| | | 9 | 13 | 10 | 8 | 10 | 9 | | |
| | | 11 | 10 | 10 | 7 | 10 | 20 | | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

14b. What is your preference for the outcome of the November 1996 congressional elections--a Congress controlled by Republicans or a Congress controlled by Democrats?

| | <u>9/96+</u> | <u>6/96+</u> | <u>1/96</u> | <u>12/95</u> | <u>10/94¹</u> | |
|---|--------------|--------------|-------------|--------------|--------------------------|------|
| Republicans..... | 42 | 40 | 41 | 42 | 44 | [85] |
| Democrats..... | 41 | 40 | 38 | 41 | 38 | |
| Both equal/neither in control (VOL).... | 7 | 9 | 10 | 8 | 6 | |
| Doesn't matter (VOL)..... | 4 | 5 | 4 | 4 | 5 | |
| Not sure..... | 6 | 6 | 7 | 5 | 7 | |

¹ In October 1994, the question referred to the 1994 congressional elections.

+ Asked only of registered voters.

- 14c. Suppose the election for Congress in your district were between (a) a candidate who emphasized the need to reduce the tax burden on middle-class families, and (b) a candidate who emphasized the need to protect Medicare and education. Which one would you be more likely to support? *+

| | | |
|---|----|-------------|
| Candidate who emphasized tax burden..... | 34 | [86] |
| Candidate who emphasized Medicare/education.... | 59 | |
| Depends (VOL)..... | 4 | |
| Not sure..... | 3 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

15. In general, do you think it is better for the same political party to control both the Congress and the presidency, so they can work together more closely, or do you think it is better to have different political parties controlling the Congress and the presidency to prevent either one from going too far?

| | <u>9/96+</u> | <u>6/96+</u> | <u>12/95</u> | <u>1/95</u> | <u>10/94</u> | <u>6/94</u> | <u>1/94</u> | <u>10/93</u> | <u>12/92</u> | <u>10/92+</u> | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|---------------|-------------|
| Better if same party controls Congress and the presidency..... | 47 | 43 | 42 | 33 | 36 | 30 | 33 | 30 | 37 | 39 | [87] |
| Better if different parties control Congress and the presidency..... | 42 | 44 | 48 | 55 | 55 | 59 | 56 | 58 | 51 | 47 | |
| Not sure..... | 11 | 13 | 10 | 12 | 9 | 11 | 11 | 12 | 12 | 14 | |
| | | <u>9/92+</u> | <u>8/92+</u> | <u>7/92+</u> | <u>4/92+</u> | <u>1/92+</u> | <u>10/91+</u> | <u>10/90+</u> | <u>1/90+</u> | <u>9/86+</u> | |
| | | 40 | 43 | 40 | 32 | 28 | 24 | 23 | 24 | 28 | |
| | | 46 | 44 | 47 | 61 | 62 | 67 | 67 | 63 | 64 | |
| | | 14 | 13 | 13 | 7 | 10 | 9 | 10 | 13 | 8 | |

+ Asked only of registered voters.

- 16a. If Bill Clinton is reelected president, which would you prefer: a Newt Gingrich-led Congress to make sure the Democrats don't go too far, or a Democratic Congress so the Democrats can get more of their agenda passed? *+

| | | |
|------------------------------------|----|-------------|
| Prefer a Gingrich-led Congress.... | 48 | [88] |
| Prefer a Democratic Congress.... | 44 | |
| Not sure..... | 8 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

- 16b. If Bill Clinton is reelected president, which would you prefer: a Republican Congress to make sure the Democrats don't go too far, or a Democratic Congress so the Democrats can get more of their agenda passed? **+

| | | |
|-----------------------------------|----|-------------|
| Prefer a Republican Congress..... | 53 | [89] |
| Prefer a Democratic Congress.... | 39 | |
| Not sure..... | 8 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

17. I'm going to read you a list of issues, and I'd like you to tell me who you think would do a better job--Bill Clinton or Bob Dole. If you think both are about equal on this issue, just say so. First, **(READ ITEM)**. Who do you think would do a better job -- Bill Clinton or Bob Dole? *

| | <u>Bill Clinton</u> | <u>Bob Dole</u> | <u>Both Equal</u> | <u>Not Sure</u> | |
|--|-------------------------|---------------------|-----------------------|---------------------|-------------|
| Dealing with the economy | | | | | [90] |
| September 1996+..... | 44 | 33 | 18 | 5 | |
| August 20-21, 1996+..... | 41 | 37 | 18 | 4 | |
| June 1996+..... | 37 | 34 | 21 | 8 | |
| Dealing with the situation in Iraq | | | | | [91] |
| September 1996+..... | 38 | 35 | 18 | 9 | |
| Dealing with Medicare | | | | | [92] |
| September 1996+..... | 50 | 33 | 11 | 6 | |
| June 1996+..... | 45 | 34 | 12 | 9 | |
| Dealing with crime | | | | | [93] |
| September 1996+..... | 35 | 36 | 21 | 8 | |
| August 20-21, 1996+..... | 33 | 37 | 19 | 11 | |
| June 1996+..... | 34 | 32 | 24 | 10 | |
| Dealing with taxes | | | | | [94] |
| September 1996+..... | 36 | 41 | 15 | 8 | |
| August 20-21, 1996+..... | 37 | 42 | 12 | 9 | |
| June 1996+..... | 32 | 43 | 15 | 10 | |
| Dealing with foreign policy | | | | | [95] |
| September 1996+..... | 38 | 37 | 16 | 9 | |
| June 1996+..... | 33 | 36 | 20 | 11 | |
| Reducing the drug problem | | | | | [96] |
| September 1996+..... | 33 | 34 | 23 | 10 | |
| June 1996+..... | 32 | 31 | 25 | 12 | |
| Dealing with education | | | | | [97] |
| September 1996+..... | 51 | 28 | 14 | 7 | |
| August 20-21, 1996+..... | 47 | 28 | 14 | 11 | |
| June 1996+..... | 48 | 27 | 18 | 7 | |
| Reducing the federal deficit | | | | | [98] |
| September 1996+..... | 34 | 39 | 17 | 10 | |
| June 1996+..... | 25 | 42 | 21 | 12 | |
| Protecting America's interest on trade issues | | | | | [99] |
| September 1996+..... | 35 | 34 | 20 | 11 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

18. Now, I would like to read you a list of qualities that many people think are important in a president. Please tell me who you think is stronger on that quality--Bill Clinton or Bob Dole? If you think they are both equally strong on a particular quality, just say so. When it comes to **(READ ITEM)**, who do you think is stronger--Bill Clinton or Bob Dole? **

| | <u>Bill Clinton</u> | <u>Bob Dole</u> | <u>Both Equal</u> | <u>Neither (VOL)</u> | <u>Not sure</u> | |
|--|-------------------------|---------------------|-----------------------|--------------------------|---------------------|--------------|
| Being effective and getting things done | | | | | | [100] |
| September 1996+..... | 36 | 33 | 23 | 3 | 5 | |
| August 20-21, 1996+..... | 33 | 39 | 19 | 3 | 6 | |
| June 1996+..... | 30 | 38 | 20 | 4 | 8 | |
| Caring about average people | | | | | | [101] |
| September 1996+..... | 47 | 27 | 19 | 4 | 3 | |
| June 1996+..... | 51 | 23 | 20 | 4 | 2 | |
| Serving as commander-in-chief | | | | | | [102] |
| September 1996+..... | 37 | 44 | 12 | 2 | 5 | |
| June 1996+..... | 32 | 45 | 17 | 2 | 4 | |
| Having a vision for the country's future | | | | | | [103] |
| September 1996+..... | 45 | 30 | 18 | 4 | 3 | |
| August 20-21, 1996+..... | 36 | 32 | 27 | 2 | 3 | |
| June 1996+..... | 40 | 29 | 21 | 4 | 6 | |
| His ethical and moral values | | | | | | [104] |
| September 1996+..... | 22 | 52 | 18 | 3 | 5 | |
| June 1996+..... | 18 | 51 | 23 | 4 | 4 | |
| Being consistent and standing up for his beliefs | | | | | | [105] |
| September 1996+..... | 27 | 45 | 20 | 4 | 4 | |
| June 1996+..... | 25 | 43 | 25 | 5 | 2 | |
| Having the right policies for the country | | | | | | [106] |
| September 1996+..... | 42 | 35 | 13 | 4 | 6 | |
| August 20-21, 1996+..... | 39 | 38 | 16 | 3 | 4 | |
| June 1996+..... | 36 | 34 | 19 | 5 | 6 | |
| Being likable and friendly | | | | | | [107] |
| September 1996+..... | 59 | 16 | 21 | 2 | 2 | |
| June 1996+..... | 56 | 14 | 26 | 1 | 3 | |
| Being honest and trustworthy | | | | | | [108] |
| September 1996+..... | 21 | 43 | 19 | 11 | 6 | |
| August 20-21, 1996+..... | 20 | 44 | 22 | 9 | 5 | |
| Understanding the problems facing Americans today | | | | | | [109] |
| September 1996+..... | 40 | 28 | 24 | 6 | 2 | |
| August 20-21, 1996+..... | 39 | 31 | 21 | 6 | 3 | |
| June 1996+..... | 38 | 28 | 27 | 5 | 2 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

19. Which of these best describes how you would feel if **(READ NAME)** were elected president in November -- optimistic, and confident he will do a good job; satisfied, and hoping he will do a good job; uncertain, and wondering whether he will do a good job; or pessimistic, and worried that he will do a bad job?+

| | <u>Optimistic</u> | <u>Satisfied</u> | <u>Uncertain</u> | <u>Pessimistic</u> | <u>Not Sure</u> | |
|-------------------|-------------------|------------------|------------------|--------------------|-----------------|--------------|
| Bill Clinton..... | 23 | 33 | 24 | 19 | 1 | [110] |
| Bob Dole..... | 20 | 26 | 31 | 21 | 2 | [111] |

+ Asked only of registered voters.

- 20a. Which candidate do you think would do the most to bring the right kind of change and new policies to the country -- Bill Clinton or Bob Dole? *+

| | | |
|-----------------------|----|--------------|
| Bob Dole..... | 42 | [112] |
| Bill Clinton..... | 46 | |
| Both equal (VOL)..... | 2 | |
| Neither (VOL)..... | 5 | |
| Not sure..... | 5 | |

* Asked of one-half the respondents (FORM A).
+ Asked only of registered voters.

- 20b. Which candidate do you think would pose the biggest risk of making changes that are bad for the country -- Bill Clinton or Bob Dole? **+

| | | |
|-----------------------|----|--------------|
| Bob Dole..... | 46 | [113] |
| Bill Clinton..... | 39 | |
| Both equal (VOL)..... | 4 | |
| Neither (VOL)..... | 4 | |
| Not sure..... | 7 | |

** Asked of one-half the respondents (FORM B).
+ Asked only of registered voters.

- 21a. How confident are you that Bill Clinton has the right set of personal characteristics to be president of the United States--extremely confident, quite confident, only somewhat confident, or not at all confident?

| | <u>9/96+</u> | <u>10/95</u> | <u>10/94</u> | <u>6/94</u> | <u>5/94</u> | <u>1/94</u> | <u>1/93</u> | <u>12/92</u> | <u>11/1/92+</u> | <u>10/92+</u> | <u>9/92+</u> | |
|------------------------------|--------------|--------------|--------------|-------------|-------------|-------------|-------------|--------------|-----------------|---------------|--------------|--------------|
| Extremely confident..... | 12 | 9 | 11 | 11 | 12 | 11 | 16 | 13 | 11 | 14 | 9 | [114] |
| Quite confident..... | 24 | 19 | 17 | 19 | 22 | 24 | 31 | 25 | 21 | 27 | 23 |] |
| Only somewhat confident..... | 30 | 40 | 36 | 37 | 39 | 38 | 37 | 41 | 34 | 30 | 37 | |
| Not at all confident..... | 30 | 30 | 34 | 31 | 25 | 25 | 13 | 19 | 31 | 26 | 28 | |
| Not sure..... | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | |

+ Asked only of registered voters.

- 21b. If Bill Clinton is reelected president, do you think your taxes will go down, will go up, or will stay about the same?

| | <u>9/96*+</u> | <u>8/20-21/96+</u> | <u>8/2-6/96+</u> | |
|-------------------------------------|---------------|--------------------|------------------|--------------|
| Taxes will go down..... | 5 | 5 | 3 | [115] |
| Taxes will go up..... | 36 | 40 | 39 | |
| Taxes will stay about the same..... | 55 | 50 | 52 | |
| Not sure..... | 4 | 5 | 6 | |

* Asked of one-half the respondents (FORM A).
+ Asked only of registered voters.

- 22a. How confident are you that Bob Dole has the right set of personal characteristics to be president of the United States--extremely confident, quite confident, only somewhat confident, or not at all confident? +

| | | |
|--------------------------|----|--------------|
| Extremely confident..... | 15 | [116] |
|--------------------------|----|--------------|

| | |
|------------------------------|----|
| Quite confident..... | 27 |
| Only somewhat confident..... | 35 |
| Not at all confident..... | 19 |
| Not sure..... | 4 |

+ Asked only of registered voters.

- 22b. Do you think the fact that Bob Dole is seventy-three years old this year makes him more able to handle the duties of the presidency, less able to handle the duties of the presidency, or do you think that his age makes no difference in his ability to handle the duties of the presidency?

| | <u>9/96**+</u> | <u>8/96+</u> | <u>6/96+</u> | <u>12/95</u> | <u>4/21- 25/95</u> | Ronald Reagan <u>2/84</u> | |
|---------------------------------------|----------------|--------------|--------------|--------------|------------------------|------------------------------|-------|
| More able to handle the presidency. . | 6 | 5 | 5 | 3 | 3 | 4 | [117] |
| Less able to handle the presidency... | 34 | 33 | 32 | 31 | 30 | 21 | |
| Makes no difference..... | 59 | 61 | 62 | 65 | 65 | 73 | |
| Not sure..... | 1 | 1 | 1 | 1 | 2 | 2 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of resgistered voters.

- 22c. If Bob Dole is elected president, do you think your taxes will go down, will go up, or will stay about the same?

| | <u>9/96*+</u> | <u>8/20- 21/96+</u> | <u>8/2-6/ 96+</u> | |
|-------------------------------------|---------------|-------------------------|-----------------------|-------|
| Taxes will go down..... | 21 | 22 | 15 | [118] |
| Taxes will go up..... | 33 | 35 | 39 | |
| Taxes will stay about the same..... | 40 | 35 | 38 | |
| Not sure..... | 6 | 8 | 8 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

- 22d. From what you know, do you favor or oppose Bob Dole's economic plan?

| | <u>9/96+</u> | <u>8/20- 21/96+</u> | |
|---------------------------|--------------|-------------------------|-------|
| Favor economic plan..... | 38 | 39 | [119] |
| Oppose economic plan..... | 39 | 32 | |
| Neither (VOL)..... | 3 | 4 | |
| Not sure..... | 20 | 25 | |

+ Asked only of registered voters.

- 23a. Which do you think would be better for the country--a tax cut of five hundred and fifty billion dollars or a tax cut of one hundred and ten billion dollars? **+

| | | |
|--------------------|----|-------|
| \$550 billion..... | 24 | [120] |
| \$110 billion..... | 44 | |
| Neither (VOL)..... | 9 | |
| Not sure..... | 23 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

23b. Let me describe two proposals on the issue of taxes, and tell me which one you agree with more.

Proposal A includes major across-the-board tax cuts, such as a fifteen percent reduction in income taxes and a fifty percent reduction in the capital gains tax, as well as a tax credit for parents of one thousand dollars per child, for a total reduction of five hundred and fifty billion dollars.

Proposal B does not include across-the-board tax cuts, but includes targeted cuts, such as a tax deduction for college expenses of up to ten thousand dollars and a tax credit for parents of five hundred dollars per child, for a total reduction of one hundred and ten billion dollars.

Which proposal do you agree with more? **+

| | | |
|--------------------|----|-------|
| Proposal A..... | 39 | [121] |
| Proposal B..... | 47 | |
| Neither (VOL)..... | 4 | |
| Not sure..... | 10 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

23c. Let me describe Bob Dole's and Bill Clinton's proposals on the issue of taxes, and tell me which one you agree with more.

Bob Dole's proposal includes major across-the-board tax cuts, such as a fifteen percent reduction in income taxes and a fifty percent reduction in the capital gains tax, as well as a tax credit for parents of one thousand dollars per child, for a total reduction of five hundred and fifty billion dollars.

Bill Clinton's proposal does not include across-the-board tax cuts, but includes targeted cuts such as a tax deduction for college expenses of up to ten thousand dollars and a tax credit for parents of five hundred dollars per child, for a total reduction of one hundred and ten billion dollars.

Whose proposal do you agree with more? *+

| | | |
|------------------------------|----|-------|
| Bob Dole's proposal..... | 45 | [122] |
| Bill Clinton's proposal..... | 47 | |
| Neither (VOL)..... | 4 | |
| Not sure..... | 4 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

24. Here are a few criticisms that Bob Dole and the Republicans have made of Bill Clinton. For each one I read, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this criticism of Bill Clinton. *+

| | Strongly Agree | Somewha t Agree | Somewhat Disagree | Strongly Disagree | Not Sure | |
|---|-------------------|--------------------|----------------------|----------------------|-------------|-----------|
| The recent rise in drug use among teenagers is a result of the Clinton Administration's not making a serious effort in the war on drugs..... | 16 | 18 | 25 | 38 | 3 | [123] |
| Bill Clinton is pretending to be a moderate, but he will really follow a liberal, big-government agenda if he's elected to a second term..... | 27 | 22 | 24 | 21 | 6 | [124] |
| Bill Clinton flip-flops on important issues to take the politically popular position..... | 36 | 27 | 17 | 14 | 6 | [125] |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

25. Here are a few criticisms that Bill Clinton and the Democrats have made of Bob Dole. For each one I read, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this criticism of Bob Dole. *+

| | Strongly Agree | Somewha t Agree | Somewhat Disagree | Strongly Disagree | Not Sure | |
|--|-------------------|--------------------|----------------------|----------------------|-------------|------------|
| Bob Dole's tax cut plan will increase the budget deficit and require big cuts in Medicare and education..... | 28 | 27 | 23 | 16 | 6 | [126]] |
| Bob Dole is too focused on America's past, and doesn't understand the country's needs as it enters the 21st century..... | 24 | 20 | 23 | 29 | 4 | [127]] |
| Bob Dole's school voucher plan would hurt education by taking public tax dollars out of the public schools and giving them to private and religious schools..... | 23 | 19 | 23 | 24 | 11 | [128]] |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

26. Do you think Ross Perot's objectives for running for president this year are to help reform politics in the country or simply to promote himself? **+

| | | |
|---------------------------|----|-------|
| Help reform politics..... | 23 | [129] |
| Promote himself..... | 62 | |
| Both (VOL)..... | 4 | |
| Not sure..... | 11 | |

** Asked of one-half the respondents (FORM B).

+ Asked only of registered voters.

27. Which of the following best represents your views about abortion?

| | 9/96+ | 8/96+ | 6/96+ | 5/96+ | 3/9 6 | 12/95 | 7/91 | 6/91 | 7/90 | |
|---|-------|-------|-------|-------|----------|-------|------|------|------|-------|
| The choice on abortion should be left up to the woman and her doctor..... | 58 | 56 | 58 | 55 | 56 | 60 | 60 | 57 | 57 | [130] |
| Abortion should be legal only in cases where pregnancy results from rape or incest, or when the life of the woman is at risk..... | 30 | 30 | 31 | 35 | 31 | 28 | 31 | 36 | 33 | |
| Abortion should be illegal in all circumstances..... | 9 | 12 | 9 | 7 | 10 | 10 | 8 | 7 | 8 | |
| Not sure..... | 3 | 2 | 2 | 3 | 3 | 2 | 1 | - | 2 | |

+ Asked only of registered voters.

28. The Family and Medical Leave Act, passed in 1993, requires employers to allow workers to take an unpaid leave to deal with sickness in their family or the birth of a child. Do you favor or oppose this law? *+

| | | |
|---------------|----|-------|
| Favor..... | 82 | [131] |
| Oppose..... | 13 | |
| Not sure..... | 5 | |

* Asked of one-half the respondents (FORM A).

+ Asked only of registered voters.

29. Do you think marriage between two people of the same sex should be allowed, or do you think marriage should be limited only to the union of a man and a woman? **+

| | | |
|------------------------|----|--------------|
| Should allow..... | 25 | [132] |
| Should be limited..... | 67 | |
| Not sure..... | 8 | |

** Asked of one-half the respondents (FORM B).
+ Asked only of registered voters.

30. Suppose that you were on an airplane trip, and the two seats next to you were empty. Which of these five couples would you most prefer to have sitting next to you for the trip -- the Clintons, the Gores, the Perots, the Kems, or the Doles? **+

| | | |
|-----------------|----|--------------|
| Clintons..... | 35 | [133] |
| Gores..... | 13 | |
| Perots..... | 7 | |
| Kemps..... | 11 | |
| Doles..... | 23 | |
| None (VOL)..... | 5 | |
| Not sure..... | 6 | |

** Asked of one-half the respondents (FORM B).
+ Asked only of registered voters.

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

- F1. Did you happen to vote in the 1992 presidential election?

(IF "YES," ASK:) For whom did you vote -- George Bush, the Republican, Bill Clinton, the Democrat, or Ross Perot, the independent?

| | <u>All Adults</u> | <u>Registered Voters</u> | |
|---|-----------------------|------------------------------|--------------|
| <u>Yes, Voted</u> | | | |
| George Bush..... | 29 | 33 | {200} |
| Bill Clinton | 36 | 41 | |
| Ross Perot..... | 8 | 10 | |
| None (VOL)/not sure/refused..... | 2 | 2 | |
| <u>No, Did Not Vote</u> | 23 | 12 | |
| <u>Not Sure If Voted/Refused</u> | 2 | 2 | |

- F2. Thinking about the last few state and national elections in which you have voted, which best describes the candidates for whom you voted?

| | <u>All Adults</u> | <u>Registered Voters</u> | |
|---|-----------------------|------------------------------|--------------|
| Almost all Republicans..... | 13 | 15 | {251} |
| Mostly Republicans, but a few Democrats..... | 18 | 20 | |
| A few more Republicans than Democrats..... | 4 | 5 | |
| The same number of Republicans and Democrats. | 14 | 14 | |
| A few more Democrats than Republicans..... | 5 | 5 | |
| Mostly Democrats, but a few Republicans..... | 16 | 17 | |
| Almost all Democrats..... | 17 | 18 | |
| Not sure..... | 13 | 6 | |

- F3. In politics today, do you generally consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, very conservative, or do you think your views cannot really be described in those terms?

All Registered

| | <u>Adults</u> | <u>Voters</u> | |
|--|---------------|---------------|-------|
| Very liberal..... | 6 | 6 | {201} |
| Somewhat liberal..... | 17 | 16 | |
| Moderate..... | 26 | 27 | |
| Somewhat conservative..... | 22 | 24 | |
| Very conservative..... | 10 | 11 | |
| Views cannot be described in those terms.... | 15 | 13 | |
| Not sure..... | 4 | 3 | |

F4. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else?

(IF "DEMOCRAT" OR "REPUBLICAN," ASK:) Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)?

(IF "INDEPENDENT," ASK:) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent?

| | <u>All Adults</u> | <u>Registered Voters</u> | |
|----------------------------------|-----------------------|------------------------------|-------|
| Strong Democrat..... | 21 | 22 | {202} |
| Not very strong Democrat..... | 13 | 12 | |
| Independent/lean Democrat..... | 8 | 8 | |
| Strictly independent..... | 14 | 13 | |
| Independent/lean Republican..... | 8 | 9 | |
| Not very strong Republican..... | 10 | 10 | |
| Strong Republican..... | 15 | 17 | |
| Other..... | 6 | 5 | |
| Not sure/nothing..... | 5 | 4 | |

F5. What is the last grade you completed in school?

| | <u>All Adults</u> | <u>Registered Voters</u> | |
|--|-----------------------|------------------------------|-------|
| Grade school..... | 1 | 1 | {203} |
| Some high school..... | 10 | 7 | |
| High school graduate..... | 30 | 28 | |
| Some college, no degree..... | 16 | 17 | |
| Vocational training, 2-year college..... | 11 | 12 | |
| 4-year college/bachelor's degree..... | 17 | 19 | |
| Some postgraduate work, no degree..... | 3 | 3 | |
| 2-3 years' postgraduate work, master's degree..... | 9 | 10 | |
| Doctoral degree/law degree..... | 2 | 2 | |
| Not sure..... | 1 | 1 | |

F6. How old are you? (IF REFUSED, ASK:) Well, can you tell me which age group you belong to? Are you in the age group 18 to 24, 25 to 29, 30 to 34, 35 to 39, 40 to 44, 45 to 49, 50 to 54, 55 to 59, 60 to 64, or 65 and over?

| | All Adults | Registered Voters | |
|------------------|---------------|----------------------|-------|
| 18-24..... | 11 | 8 | {204} |
| 25-29..... | 11 | 9 | |
| 30-34..... | 11 | 10 | |
| 35-39..... | 11 | 11 | |
| 40-44..... | 10 | 10 | |
| 45-49..... | 9 | 10 | |
| 50-54..... | 7 | 8 | |
| 55-59..... | 6 | 7 | |
| 60-64..... | 5 | 6 | |
| 65 and over..... | 18 | 20 | |
| Refused..... | 1 | 1 | |

F7a. Are you currently employed?

(IF CURRENTLY EMPLOYED:.) What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:.) Are you a student, a homemaker, retired, or unemployed and looking for work?

| | All Adults | Registered Voters | | |
|-------------------------------|---------------|----------------------|-----------------|-------|
| <u>Currently Employed</u> | | | | |
| Professional/manager..... | 25 | 27 | CONTINUE | {205} |
| White collar worker..... | 18 | 18 | | |
| Blue collar worker..... | 20 | 17 | | |
| Farmer..... | 1 | 1 | | |
| <u>Not Currently Employed</u> | | | | |
| Student..... | 2 | 2 | SKIP TO Q.F8 | |
| Homemaker..... | 7 | 7 | | |
| Retired..... | 20 | 23 | | |
| Unemployed..... | 5 | 3 | | |
| Never worked/not sure..... | 2 | 2 | | |

(ASK ONLY OF RESPONDENTS WHO SAY THEY ARE EMPLOYED IN Q.F7a.)

F7b. And do you work on a full-time basis or a part-time basis?

| | All Adults | Registered Voters | |
|-------------------------|---------------|----------------------|-------|
| Employed full time..... | 79 | 80 | {225} |
| Employed part time..... | 17 | 16 | |
| Not sure..... | 4 | 4 | |

(ASK EVERYONE.)

F8. What is your marital status--are you single and never married, married, separated, divorced, or widowed?

| | All Adults | Registered Voters | |
|-----------------------|---------------|----------------------|-------|
| Single..... | 23 | 19 | {220} |
| Married..... | 58 | 61 | |
| Separated..... | 2 | 2 | |
| Divorced..... | 8 | 9 | |
| Widowed..... | 7 | 8 | |
| Not sure/refused..... | 2 | 1 | |

F9a. In what religion were you brought up?

| | All Adults | Registered Voters | |
|-----------------|---------------|----------------------|----------------|
| Protestant..... | 57 | 58 | CONTINUE {207} |

| | | |
|-----------------------|----|----|
| Catholic..... | 30 | 30 |
| Jewish..... | 2 | 2 |
| Other..... | 5 | 5 |
| None..... | 3 | 3 |
| Not sure/refused..... | 3 | 2 |

SKIP TO Q.F9c.

(ASK ONLY OF PROTESTANTS IN Q.F9a)

F9b. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

| | All Adults | Registered Voters | |
|--|---------------|----------------------|--------------|
| Yes, fundamentalist/evangelical/both | 16 | 18 | {208} |
| No, neither fundamentalist or evangelical..... | 35 | 35 | |
| Not sure..... | 6 | 5 | |
| Non-Protestants (Q.F9a)..... | 43 | 42 | |

(ASK EVERYONE)

F9c. Would you say you go to religious services more than once a week, every week, once or twice a month, a few times a year, or never?

| | All Adults | Registered Voters | |
|----------------------------|---------------|----------------------|--------------|
| More than once a week..... | 13 | 13 | {210} |
| Every week..... | 23 | 25 | |
| Once or twice a month..... | 14 | 14 | |
| A few times a year..... | 31 | 31 | |
| Never..... | 16 | 14 | |
| Not sure/refused..... | 3 | 3 | |

F10. Are you, or is any member of your household, a member of a labor union?

| | All Adults | Registered Voters | |
|----------------------------|---------------|----------------------|--------------|
| Labor union member..... | 12 | 12 | {213} |
| Labor union household..... | 7 | 7 | |
| Nonunion household..... | 78 | 78 | |
| Not sure..... | 3 | 3 | |

- F11. For each of the following descriptions I read, please tell me if this applies to you personally. First, **(READ ITEM)** -- does that apply to you or doesn't it?

| | <u>Applies</u> | <u>Does Not Apply</u> | <u>Not Sure</u> | |
|---|----------------|-----------------------|-----------------|--------------|
| A supporter of conservative Christian political organizations, such as the Christian Coalition | | | | [134] |
| All adults..... | 14 | 81 | 5 | |
| Registered voters..... | 14 | 81 | 5 | |
| A regular listener to political call-in shows on the radio | | | | [135] |
| All adults..... | 22 | 76 | 2 | |
| Registered voters..... | 23 | 75 | 2 | |
| A supporter of the National Rifle Association, or NRA | | | | [136] |
| All adults..... | 23 | 74 | 3 | |
| Registered voters..... | 24 | 73 | 3 | |
| Regularly use the Internet or other on-line computer information services, either at home or at work | | | | [137] |
| All adults..... | 28 | 70 | 2 | |
| Registered voters..... | 29 | 69 | 2 | |
| Have children under age 18 living in your household | | | | [138] |
| All adults..... | 38 | 60 | 2 | |
| Registered voters..... | 36 | 62 | 2 | |
| Was born in a Southern state | | | | [139] |
| All adults..... | 30 | 67 | 3 | |
| Registered voters..... | 30 | 68 | 2 | |

- F12. Are you white, black, Hispanic, Asian, or something else?

| | <u>All Adults</u> | <u>Registered Voters</u> | |
|-----------------------|-------------------|--------------------------|--------------|
| White..... | 79 | 82 | {214} |
| Black..... | 11 | 10 | |
| Hispanic..... | 5 | 4 | |
| Asian..... | 1 | 1 | |
| Other..... | 2 | 1 | |
| Not sure/refused..... | 2 | 2 | |

- F13. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than \$10,000, between \$10,000 and \$20,000, between \$20,000 and \$30,000, between \$30,000 and \$40,000, between \$40,000 and \$50,000, between \$50,000 and \$75,000, between \$75,000 and \$100,000, or would the total be more than that?

| | <u>All Adults</u> | <u>Registered Voters</u> | |
|-------------------------------------|-------------------|--------------------------|--------------|
| Less than \$10,000..... | 6 | 5 | {216} |
| Between \$10,000 and \$20,000..... | 12 | 11 | |
| Between \$20,000 and \$30,000..... | 15 | 14 | |
| Between \$30,000 and \$40,000..... | 15 | 15 | |
| Between \$40,000 and \$50,000..... | 12 | 12 | |
| Between \$50,000 and \$75,000..... | 15 | 16 | |
| Between \$75,000 and \$100,000..... | 8 | 9 | |
| More than \$100,000..... | 6 | 7 | |
| Not sure/refused..... | 11 | 11 | |